

# **Exhibit E**

**The difference is Ultrasound.**

**Ultreo** takes power brushing where it's never gone before. Invented at the University of Washington in association with former scientists, engineers and executives of Optiva Corporation (developers of the Sonicare® toothbrush). **Ultreo** is the first power toothbrush to combine ultrasound waveguide technology with precisely tuned sonic bristle action. **Ultreo**'s bristles create microbubbles that are powerfully activated by nearly 4 million cycles of ultrasound energy per brushing channeled by a proprietary ultrasound waveguide. As shown in laboratory studies, as these microbubbles expand and contract, they can remove plaque bacteria. The result is an incredible, long-lasting feeling of clean.

**Ultreo's combination of ultrasound waveguide technology and sonic bristle action can remove hard-to-reach plaque bacteria that bristle action alone can leave behind.\***

**Try the new Ultreo for the Ultimate Ultrasound Clean.**

1. Precisely tuned sonic bristle action creates bubbles and cleans on contact.

2. Ultrasound is channelled into the bubbles through a proprietary ultrasound waveguide.

3. Bubbles are activated by the ultrasound and transformed into pulsating bubbles that can remove plaque bacteria, as shown in laboratory studies.

To learn more about Ultreo's technology and research, schedule a Lunch & Learn or order your 30-day risk-free Professional Trial Pack, call 1.877.4.ULTREO (485.8736) or visit [www.ultreo.com/pro](http://www.ultreo.com/pro).

\*As shown in laboratory studies conducted at a leading research university.

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**Ultreo** the ultrasound toothbrush

## The difference is Ultrasound.

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The diagram illustrates the internal mechanism of the Ultreo toothbrush. A cross-section shows the brush head with its sonic bristles. An orange, ribbed tube, labeled as the 'ultrasound waveguide', runs through the center of the brush head. The waveguide is shown emitting concentric waves of ultrasound energy. Three numbered callouts point to specific parts of the process:

1. Precisely tuned sonic bristle action creates bubbles and cleans on contact.
2. Ultrasound is channeled into the bubbles through a proprietary ultrasound waveguide.
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As shown in laboratory studies conducted at a leading research university, as these bubbles expand and contract, they can remove plaque bacteria.

**Ultreo**—a safe, yet powerful cleaning combination of ultrasound-activated pulsating bubbles and sonic bristle action for a gentle, deep, long-lasting feeling of clean.

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